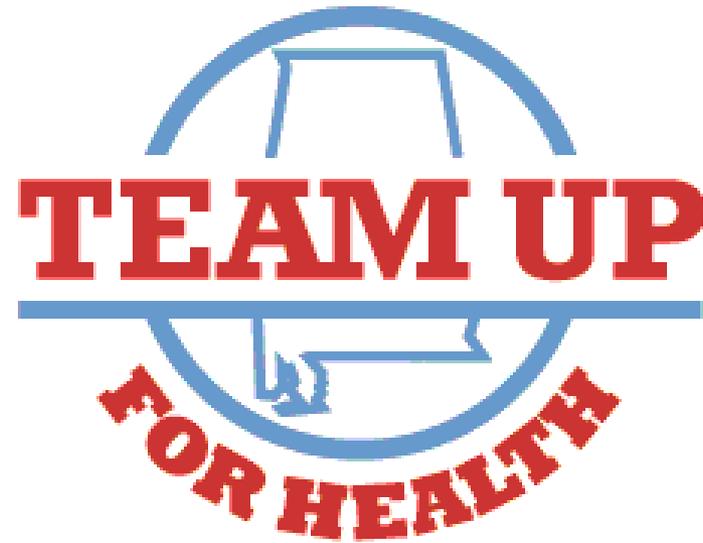


PEEHIP Wellness Program



New and Enhanced!

Health Risks and Disease Prevalence

- **Fact:** According to the US Department of Health and Human Services, chronic diseases are responsible for 7 out of 10 deaths among Americans every year and cause 75% of the country's spending on healthcare.
- The good news: these diseases are often preventable!

PEEHIP Health/Wellness Stats

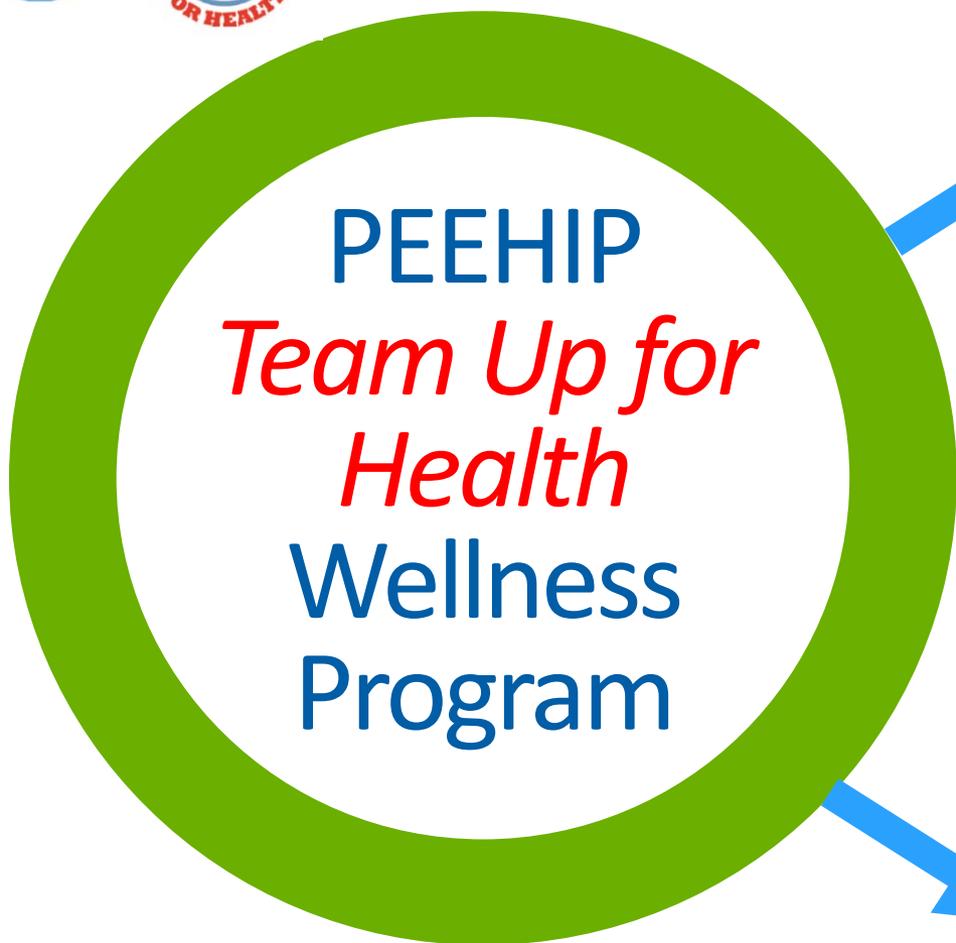
- ~15% report using tobacco
- 69.1% BMI >25
- 5.9% BMI >40
- 60% have a chronic disease and 39% have 2 or more chronic diseases
- 29.2% have Hyperlipidemia (6.8% is norm)
- 28.8% have Hypertension (10% is norm)

PEEHIP Chronic Disease Stats

- Asthma – 6.7%
- Coronary Artery Disease – 24.2%
- Diabetes – 22.8%
- COPD – 9.4%
- Congestive Heart Failure - 6.3%

The Benefits of Having a Wellness Program

- The *Team Up for Health Wellness Program* is designed to reverse the risk and disease trends that our membership is currently facing by offering health management solutions to help improve health outcomes and save lives
- Because of the new wellness program, PEEHIP members are receiving a new wellness benefit and did not experience:
 - Monthly premium increases
 - Reduction in benefits
 - Increases in copays and deductibles



Members *Win* through Improved Health!

Members *Win* through having less out of pocket medical expenses!

PEEHIP *Wins* through reduction in claims cost!

It's a Win, Win, Win Program!

Goals of *Team Up for Health*

1. Help members and their spouses achieve and maintain better health
2. Increase early detection and identification of chronic disease
3. Educate and encourage members towards lifestyles that lower risk factors of illness
4. Offer integrated, cutting-edge resources & programs to members at work, at home, & through their health care provider
5. Improve members' overall health and energy so that they can better enjoy every area of their life

Who is Required to Participate?

- **Required if enrolled in PEEHIP BCBS hospital/medical plan (group #14000) and:**
 - Active members and their covered spouses
 - Non-Medicare-eligible retirees
 - Covered non-Medicare-eligible spouses of retirees
 - COBRA, Leave of Absence, Surviving Spouses

- **NOT required to participate:**
 - Medicare-eligible retirees
 - Medicare-eligible spouses on retired contracts
 - Children
 - Members who are only enrolled in VIVA, Optionals, Supplemental – Must be enrolled in group #14000 hospital medical plan to be required

What is Participation?

- **PEEHIP Wellness is a Participatory Program**, which means members and eligible spouses must only participate, not meet any specific health standard
 - For example, a member will still get the financial incentive if they have an abnormal body mass index (BMI)
 - Participation is easy and will help ensure members enjoy results of living their healthiest and most capable life

Earn a Waiver of the Monthly Wellness Premium

- \$50 monthly wellness premium applied separately to subscribers and spouses effective 10/1/2015 for those who do not participate or complete their annual wellness program requirements by 5/31/2015
- PEEHIP does not want anyone to incur the additional \$50 monthly wellness premium
- Wellness premium can be removed prospectively after requirements completed

- Required by all eligible members by 5/31/15

1. Complete a Wellness Screening

- 25% of eligible membership has already obtained their screening!
- To be completed between 8/1/2014 – 5/31/2015

2. Complete the Health Questionnaire

- Health Questionnaire (HQ) available online at www.myactivehealth.com/PEEHIP beginning 1/1/2015
- Telephonic HQ also available at 855.294.6580

Additional requirements only for those who get a letter in January 2015 notifying they are a candidate

3. Participate in Wellness Coaching

- ActiveHealth Health Coach works to reduce health risk and coach members to manage weight, get moving, manage stress, eat healthier & more

4. Participate in Disease Management

- ActiveHealth Nurse Coach helps with self examination, adherence to medication, knowing when to seek treatment, etc
 - The 5 Chronic disease states identified for wellness coaching and disease management are asthma, diabetes, coronary artery disease, congestive heart failure, COPD
- ActiveHealth will identify candidates based on 5 disease states listed above as well as tobacco use
 - Coaching minimum requirement is **1 phone call or 100 heartbeat units of online coaching credit (takes 4 weeks)**
 - ActiveHealth nurses and coaches will contact candidates, or can be reached at **855.294.6580** from 8:00am – 8:00pm, Monday-Friday; 8:00am – 1:00pm, Saturdays

There are 3 ways to get a Wellness Screening

1. **Worksite** wellness screening by ADPH nurses.
2. **County Health Departments** offer screenings throughout the state.
3. **Doctor's office screening**
 - No copay for 1 annual **routine preventive** visit. (Diagnostic services, treatments, and some lab tests other than what is required may cause copay charges/fees)
 - Members should not send the forms - the doctor's office must mail or fax the **fully completed** form directly to ADPH at 334.206.0385 (fax number shown on form)
 - Use our **Healthcare Provider Screening Form** - available at www.rsa-al.gov

- **Watch for more screening options coming soon**

Wellness Screenings – What is tested?

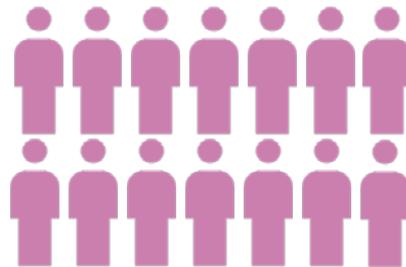
- Wellness screenings capture data to inform members of potential risk or illness:
 - Blood Pressure
 - Total Cholesterol (HDL and LDL)
 - Triglycerides
 - Blood Glucose
 - Height
 - Weight
 - Waist
 - Body Mass Index (BMI)
- No more pre-existing condition exclusions for any enrollee of any age
- No testing for illicit drugs, HIV/AIDS or hepatitis. All information is kept strictly confidential in compliance with HIPAA requirements.

Who is ActiveHealth?

- **Industry leader in wellness programs** and has successfully implemented other large public sector health plans since 1998
- Evidence-based health and wellness solutions, delivering proven benefits in quality improvement and cost savings to **over 20 million individuals**
- **Broad, national customer base** large employers such as American Airlines and Home Depot. State clients include the State of Alabama State Employees Insurance Board, The State of Mississippi, South Carolina, North Carolina, New Jersey, Alaska, West Virginia, and the Commonwealth of Virginia.
- Engagement rates with other state clients of up to 92% engagement of identified subscribers and satisfaction rates of up to 99%
- United States based company with Headquarters in New York City and service centers in Chicago, Denver, High Point NC, and Washington DC



 **ActiveHealth**
MANAGEMENT



1,000+ employees



National footprint

Other Free Available Services from ActiveHealth

- Tobacco Cessation Program
- 24/7 Nurse Line at [855.294.6580](tel:855.294.6580)
- MyActiveHealth personal website (health questionnaire, online coaching, completion trackers)
- Physician Support/Clinical Gap Identification
- All completely private and confidential and in compliance with HIPAA

MyActiveHealth Website - Coming 1/1/2015

www.myactivehealth.com/PEEHIP

- Health Questionnaire
- Online Coaching
- Rewards Center – check status of completion towards earning the monthly wellness premium waiver

- PEEHIP website:

www.rsa-al.gov/index.php/members/peehip/

- PEEHIP publications, forms, privacy notice, member online services log in (<https://mso.rsa-al.gov>)

MyActiveHealth Engagement Platform

An award winning member platform providing:

- **Personalized action plans** based on clinical, consumer and self-reported data
- **All the features you expect:**
 - Health questionnaire
 - Personal health record
 - Online coaching
 - Trackers and challenges
 - Coach and nurse appointment scheduler
 - Resource center
 - Premium waiver tracker
 - Mobile experience



The screenshot displays the MyActiveHealth web dashboard. At the top, there is a navigation bar with the ActiveHealth logo, a search bar, and user information (Amuserfe-5385, Español, Sign Out). A left sidebar contains navigation icons for Home, My Action Plan, My Health, and My Rewards. The main content area is titled 'Home' and features a 'Welcome!' message with a 'Take Tour' button and a photo of a smiling woman. Below this is an 'Action Items' section with three cards: 'Take your health assessment', 'Time for a blood pressure check', and 'Don't miss-out on your Health Rewards', each with a 'Work On It' button. At the bottom, there are two summary cards: 'Tracking Walking Steps' showing 'Steps 10,000' and 'Recent Values' showing 'BMI 25.8' and 'Status 3/08/2012'. A smartphone on the right shows the mobile app interface with a 'Walking Steps' chart and 'Add a Measurement' button.

Health Questionnaire

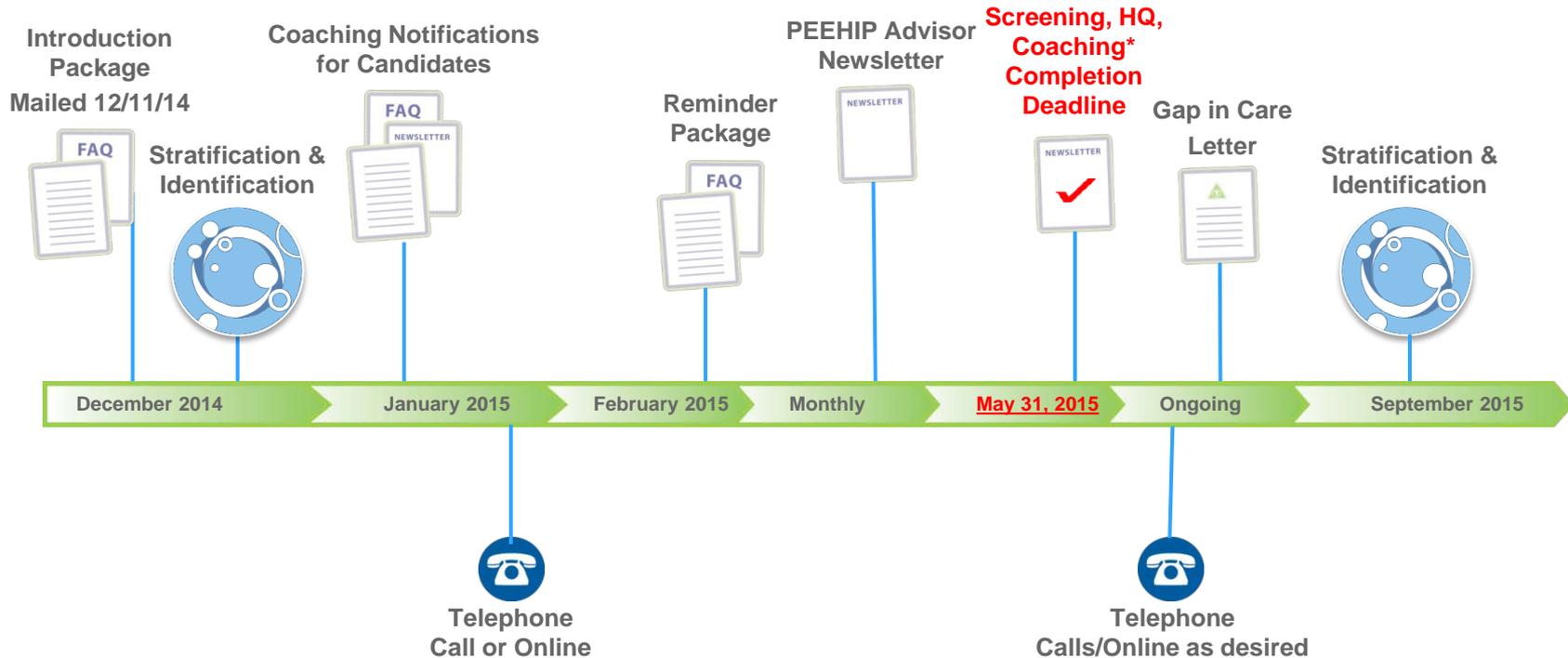
The screenshot shows a patient's health dashboard. At the top, there's a 'Supplier Logo' and a progress bar for 'Recent Progress' at 23%. The main section is titled 'My Health' and features a 'Health Assessment Report' dated Jan 13, 2013. The report includes a 'Congratulations!' message, a 'Health Risks' section with a 'MEDIUM' status, and a 'Recent Values' table. Below the report are three action items: 'Complete Biometrics', 'Sign Up For Coaching', and 'Complete 4 Coaching Sessions'. At the bottom, there are sections for 'Resources' and 'Coaching'.

Metric	Current	Status
BMI	26	Green
Blood Pressure	123/89	Green
HDL	200	Red
LDL	150	Yellow
Triglycerides	--	Orange

-Health status is immediately updated based on new insights

- Questions are friendly and game-like
- Personalized action plans

Wellness Program Timeline



- * Coaching requirement is only for those members who are identified for coaching and notified in January 2015
- ActiveHealth will outreach to members on an ongoing basis who they are unable to reach and/or who have not completed their required components

Introductory Letter – mailed 12/11/14

- These letters are printed front and back
- These also will be emailed to PEEHIP members who have supplied PEEHIP with their email address



PO Box 221138
Charlottesville, VA 22913-1138
1-855-294-6580

<PRINT DATE>

<PT FIRST NAME> <PT LAST NAME>
<PT ADD 1>
<PT ADD 2>
<PT CITY>, <PT STATE> <PT ZIP>

Dear <PT FIRST NAME>,

Are you ready to start feeling better and getting more out of life? Together with PEEHIP's *Team Up for Health* wellness program, you can!

PEEHIP is now working with ActiveHealth* to help you meet your health goals—at no cost to you! Here are some great ways to live well and feel better in 2015! Turn this letter over for details on how to earn a waiver of the \$50 wellness premium.

Wellness Screening. PEEHIP members continue to have access to one free annual wellness screening from the Alabama Department of Public Health. These screenings are provided at your worksite and local health department. You can also get an annual screening from your doctor using PEEHIP's Healthcare Provider Screening Form. Find out more at www.rsa-al.gov/index.php/members/peehip/health-wellness.

Health Questionnaire (HQ). This short questionnaire helps you find ways to improve your health and wellbeing. Beginning January 1, 2015, you will be able to complete the questionnaire online at www.MyActiveHealth.com/PEEHIP or by phone, toll-free, at 1-855-294-6580.

Wellness Coaching. Want to eat healthier? Lose weight? Stop smoking? ActiveHealth will connect you with a health coach to help you meet your wellness goals. You can also get help with high blood pressure, high cholesterol, stress, and staying active.

Disease Management. Talk with a licensed nurse about conditions that need extra care. This program is specially designed for people with asthma, congestive heart failure, coronary artery disease, COPD, or diabetes.

TURN OVER – THIS LETTER CONTAINS MORE INFORMATION



MyActiveHealth. At the center of your *Team Up for Health* wellness program is a powerful and personal health and wellness website. Visit this website for tools designed to help you reach your health goals. These include the Health Questionnaire (HQ), a Personal Health Record, Online Health Coaching and much more! Be sure to check out the MyActiveHealth website in the New Year at www.MyActiveHealth.com/PEEHIP.



Care Considerations. You and your doctor may receive these health alerts from ActiveHealth—letters and messages on MyActiveHealth—about opportunities for you to improve your personal health and wellness.



24-Hour Nurseline. Have a general health care question that just can't wait? Speak with a nurse anytime, 24 hours a day, 7 days a week. Your personal health facts will be kept private and confidential. To reach the nurseline, call 1-855-294-6580 beginning January 1, 2015.

2015 Monthly Wellness Premium Waiver

By completing the activities listed below, you can earn a waiver of the upcoming \$50 monthly wellness premium. If you choose not to participate, you will begin paying the premium in October 2015. The new premium applies to both eligible members and covered spouses, resulting in a combined \$100 premium if the activities below are not completed.

To receive the waiver:

- Get a **Wellness Screening** between August 1, 2014 and May 31, 2015
- Complete the **Health Questionnaire (HQ)** at www.MyActiveHealth.com/PEEHIP between January 1, 2015 and May 31, 2015
- Enroll in **Wellness Coaching or Disease Management** if you get an invitation letter in January 2015. By May 31, 2015, you must complete at least 1 of these activities:
 - 1 phone call with a coach or nurse (ActiveHealth will begin contacting candidates for coaching in January 2015. At that time you will also have the option to initiate coaching calls by dialing 1-855-294-6580)

OR

- *100 heartbeats units* of Online Health Coaching at www.MyActiveHealth.com/PEEHIP completed over 4 weeks

You'll be able to track your progress towards receiving the waiver online at www.MyActiveHealth.com/PEEHIP starting on January 1, 2015.



Make sure your contact information is up to date! To ensure you receive all important PEEHIP notifications, update your mailing address, email, and phone by visiting your PEEHIP Member Online Services page at <https://mso.rsa-al.gov> or by calling 1-877-517-0020 to request an Address Change Notification form.

Stay tuned and stay healthy! Your health means a lot to you, and to those you love. So let's *Team Up for Health* and do this together! Keep watching for more news about these great new programs.

You can take part in *Team Up for Health* if your primary hospital medical coverage is through the Public Education Employees' Health Insurance Plan (PEEHIP) group #14000. *Team Up for Health* is only available for members and covered spouses. By law, PEEHIP cannot use your health facts against you in any way. PEEHIP also cannot give these facts to your employer or anyone else, unless required by law. Health information and care management programs provide general information. They should not take the place of care or advice from a doctor or other health care professional. Contact your doctor first about your health care needs.

Wellness Program requirements and \$50 monthly wellness premium waiver information

HIPAA Compliant

■ Telephonic Verification

- All personal information (PI) is verified at the start of every call to confirm proper contact

■ User Access Control

- Applications are user access controlled

■ Password Protection

- Website with confidential information are password protected

■ Clear Desk, Clear Screen

- Systems are locked and paperwork with confidential information is secured under lock and key when not at workstation

■ Private Information

- Conversations between members and nurses/coaches will not be disclosed
- Personal letters will only be accessible through members' MyActiveHealth Message Center



• Privacy and Security

ActiveHealth

- Accredited by URAC (Utilization Review Accreditation Commission), and NCQA (National Committee for Quality Assurance)
- URAC Quality Measurement and Data Analytics Award finalist in 2013
- Staffed with individuals who have certifications for specialized professional skills including Certified Information Systems and Security Professionals, Certified Information Security Analysts, Certified Risk and Information System Controls, and Certified in Governance of Enterprise IT

Alabama Department of Public Health

- Nurses and staff trained on HIPAA procedures
- Screening appointments at worksites performed under HIPAA regulations
- Courier and fax machines to transmit screening forms are regulated and secure
- Private information is kept secure and only for purposes of wellness program

Insurance/Payroll Coordinators: What is My Role in this Process?

- Read PEEHIP *Advisors* and be an information source for employees - be an advocate for the wellness program and educate employees that the wellness program is a benefit to them
- Promote the “win, win, win” message that your employees win through improved health and wellness, lower out of pocket costs, and the reduction in overall claims costs for the plan
- Refer employees with questions to ActiveHealth customer service line at [855.294.6580](tel:855.294.6580) (available 1/1/2015)
- Refer employees to MyActiveHealth website at www.myactivehealth.com/PEEHIP to check their completion status (available 1/1/2015)
- PEEHIP is tracking % completion by school system – we will send list of employees who have not completed – assist with communicating to these employees
- Identify your local ADPH contacts and coordinate with them in scheduling and communicating wellness screenings
- If you receive healthcare provider screening forms – tell employee to have their healthcare provider send the form to ADPH. These forms should not be sent to PEEHIP or any of the insurance carriers

Thank you!

PEEHIP, ActiveHealth, and the Alabama Department of Public Health sincerely thank you for your help in making our *Team Up for Health Wellness Program* successful for our members.

Call Center Support

PEEHIP	8:00am-5:00pm M-F 877.517.0020(toll free)
ActiveHealth	8:00am-8:00pm M-F; 8:00am-1:00pm SAT 855.294.6580(toll free)
ADPH	8:00am-5:00pm M-F 800.252.1818(toll free)

Question and Answer

Appendix

Every interaction matters

- Building trust—one relationship at a time
- This member received a **care consideration warning** alerting her about **potential seizures** that could result from an interaction between two of her medications
- Her **neurologist was not aware** of the potential drug interaction
- Our care consideration **prompted the member** to work with her physician and switch to a new medication regiment

Dear Management, Dec 18, 2013
 I want to thank you so very much for all the notices you have sent me about the medicines I take, etc. I have done all the things you talked about. The biggest is the warning about Cipro + it causing seizures. That was what was happening to me + the neurologist wasn't even aware of it. I was on Cipro many times + my seizures became too much so they increased my medicine. Now trying something else - phenobarbital. Hopefully it will work. Thank you again. Have a very Merry Christmas + Happy 2014. (Keep up the good work)



Coaches with extensive experience

Natalie



- ✓ MPH in health behavior health education from University of Michigan
- ✓ ACSM certified WellCoach and personal trainer
- ✓ Tobacco dependence Treatment specialist trained at UMDNJ

Gabe

- ✓ MS in nutrition with focus in clinical dietetics
- ✓ Certified strength and Condition specialist (CSCS)
- ✓ BS in exercise science
- ✓ Performance nutrition expert



Sonja



- ✓ MS in health education
- ✓ ACSM certified WellCoach
- ✓ ACE exercise certified
- ✓ Author of *Live Your Ideal Life Now*

The ActiveHealth difference

• Motivational and clinical support

- Registered dietitians
- Nutritionists
- Exercise physiologists
- Licensed counselors
- Registered nurses and LPNs

• Specialty – focused advanced training

- Weight management
- Personal training
- Diabetic educator
- Stress management
- Tobacco cessation

Average
**15 years of
coaching
experience**